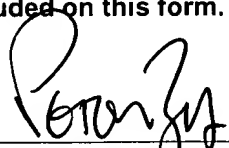



Sp3623 T Fee

<b>AMENDMENT TRANSMITTAL LETTER (Large Entity)</b>					<b>Docket No.</b> 115274-015	
<b>Applicant(s): David K. Gifford</b>						
<b>Application No.</b> 09/711,511	<b>Filing Date</b> November 14, 2000	<b>Examiner</b> Susanna M. Meinecke Diaz	<b>Customer No.</b> 24573	<b>Group Art Unit</b> 3623	<b>Confirmation No.</b> 8013	
<b>Invention:</b> DIGITAL ACTIVE ADVERTISING						
<b>COMMISSIONER FOR PATENTS:</b>						
Transmitted herewith is an amendment in the above-identified application.						
The fee has been calculated and is transmitted as shown below.						
<b>CLAIMS AS AMENDED</b>						
	<b>CLAIMS REMAINING AFTER AMENDMENT</b>	<b>HIGHEST # PREV. PAID FOR</b>	<b>NUMBER EXTRA CLAIMS PRESENT</b>	<b>RATE</b>	<b>ADDITIONAL FEE</b>	
TOTAL CLAIMS	5 -	5 =	0	x \$50.00	\$0.00	
INDEP. CLAIMS	3 -	3 =	0	x \$200.00	\$0.00	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00	
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT</b>					\$0.00	
<input checked="" type="checkbox"/> No additional fee is required for amendment. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____ <input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account 02-1818 <input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16. <input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17. <input type="checkbox"/> Payment by credit card. Form PTO-2038.						
<b>WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.</b>						
 Signature			<b>Dated: March 6, 2006</b>			
<b>Peter Zura (Reg. No. 48,196)</b> <b>Customer No. 24573</b>			<div style="border: 1px solid black; padding: 5px;"><p>I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on</p><p style="text-align:center"><u>March 6, 2006</u> (Date)</p><p style="text-align:center"></p><p style="text-align:center">Signature of Person Mailing Correspondence</p><p style="text-align:center">Renee Street</p><p style="text-align:center">Typed or Printed Name of Person Mailing Correspondence</p></div>			
<b>CC:</b>						

Appl. No: 09/711,511  
Response to Office Action dated December 6, 2005



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): David K Gifford  
Appl. No.: 09/711,511  
Filed: November 14, 2000  
Title: DIGITAL ACTIVE ADVERTISING  
Art Unit: 3623  
Examiner: Susanna M. Meinecke Diaz  
Docket No.: 115274-00015

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE PURSUANT TO 37 C.F.R. §1.111**

Sir:

The following amendments and remarks are pursuant to the Non-Final Office Action dated December 6, 2005.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 5 of this paper.